



Melior

Capabilities Deck

MELIORLAB.TECH • DECEMBER 1, 2020.



NOVEMBER 3, 2020

We aim to help companies grow using technology. After all, technology is there to make life easier.

CORE PROCESS

1 Strategy

2 Digital

3 Design

4 Development



Hi There!

We are Melior.

Our name is an extension of our business philosophy

**Melior is the Latin translation of better –
Creating better and meaningful solutions for
clients using technologies.**

**We begin every problem with an open mind,
curious spirit and without preconceived ideas**



NICE TO MEET YOU!

Melior is a technology start up which aims to push technology investment in the Caribbean.

We believe that technology is and will continue to be the fastest growing industry in the world and we want the Caribbean to be a part of that.

Our mission is simple – We aim to help companies grow using technology and exceed client expectations while doing so. Everything we do, we do in an open, transparent and collaborative environment.



So what do we do?

Our Services & Capabilities

We love crafting beautiful, smart and inspired work that is focused on a business' goals and their customers. We do this across multiple touch points to help organizations achieve their goals.

Strategy

Strategy Sessions
Discovery & Research
User Experience
Brand Strategy
Content Strategy
Marketing Campaigns

Branding & Design

Brand Development & Rebranding
Logo & ID Systems
Brand Style Guide
Messaging
Collateral, Print & Packaging
Iconography
Infographics
Graphic Designs & Content

Digital Development

Website Design & Development
UX / UI
Wireframing
Prototypes
Custom Content Management Systems
Custom Automated Systems
Web Applications
Mobile Applications

Digital Management

Website Management
SEO
Social Media Marketing
Business Google ID

SERVICES

Brand Strategy

Brand Messaging

Brand Style Guide

Logo Design

Printed Collateral

User Interface Design

User Experience Design Sprint

Website Development

Custom CMS Development

Illustrations & Iconography

Social Media Strategy

Digital Marketing Campaign

Let us know what you need so we can identify a price range for your project. hello@meliorlab.tech

STRATEGY SERVICES

Discovery & Research

User Experience Design Sprint

Brand Strategy

Content Strategy

Digital Marketing Strategy

We can provide an accurate pricing for your project after we have had a discovery session and have identified deliverables for the project. Get in contact with us at **hello@meliorlab.tech**

BRANDING & DESIGN SERVICES

Brand Development & Rebranding

Logo Design

Brand Style Guide

Brand Messaging

Printed Collateral

Iconography

Infographic

Graphic Design

Content Style Guide

We can provide an accurate pricing for your project after we have had a discovery session and have identified deliverables for the project. Get in contact with us at [**hello@meliorlab.tech**](mailto:hello@meliorlab.tech)

DIGITAL DEVELOPMENT SERVICES

Web Design & Development

UI/UX Design

Custom CMS Development

Automation System Development

Mobile Application Design

Mobile Application Development

We can provide an accurate pricing for your project after we have had a discovery session and have identified deliverables for the project. Get in contact with us at **hello@meliorlab.tech**

DIGITAL MARKETING & MAINTENANCE SERVICES

Website Hosting

Website Management

Search Engine Optimization

Social Media Marketing

Business Google ID

We can provide an accurate pricing for your project after we have had a discovery session and have identified deliverables for the project. Get in contact with us at **hello@meliorlab.tech**

"People are not interested in you. They are not interested in me. They are interested in themselves - morning, noon and after dinner."

DALE CARNEGIE

HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

In other words, we design solutions for intended users. This can be applied to products, business models, branding, and especially digital solutions.

We put the needs of the user at the centre of everything we create, which is the most powerful way to start and finish brand identity projects

HOW IT WORKS

To kick things off, we use a fast paced, user centric, and facilitated framework that defines and prioritises user needs, creates user journeys, surfaces actionable insights, makes strategic recommendations and produces tangible results that will be deployed.

This is an integral step in an overall process:

Discover Insight → Define Goals → Execute Beautifully

Within this process, we follow Agile principles in iterative cycles of ideating, executing, and validating.

The result?

Effective, beautiful and beloved brands.



MELIOR

**Investing in the future
means investing in
technology.**

www.meliorlab.tech

hello@meliorlab.tech

+17584856776

Melior

Thank you

MELIORLAB.TECH

